# The Economic Benefits of Food Pacific '86

**Staff Technical Report**

**B.C. Ministry of Agriculture and Fisheries**

**February 1987**

87-06412/

BC
A215
D:E366
1987
cs

# THE ECONOMIC BENEFITS

# OF

# FOOD PACIFIC '86

Staff Technical Report

B.C. Ministry of Agriculture and Fisheries

February, 1987

## FORWARD

This study provides an assessment of the economic benefits generated by Food Pacific '86, the international food and beverage exhibition held in Vancouver, British Columbia, from August 29 to September 2, 1986. This major exhibition, modeled after world-class trade shows held in Europe, focused upon increased trans-Pacific trade opportunities in food, beverages, equipment and technology.

Inquiries regarding the report should be directed to:

Policy Analysis and Coordination Unit
Ministry of Agriculture and Fisheries
808 Douglas Street
Victoria, British Columbia
V8W 2Z7

Telephone: (604) 387-5121

## CONTENT AND ORGANIZATION


| | | Page No. |
|---|---|---|
| | EXECUTIVE SUMMARY | i |
| I. | INTRODUCTION | 1 |
| II. | ESTIMATING THE ECONOMIC IMPACT OF FOOD PACIFIC '86 | 2 |
| | Reported and Projected Canadian Sales | 3 |
| | Related Accommodation, Food, Travel & Tourist Expenditures | 6 |
| | Exhibition Construction and Production Expenditures | 6 |
| | Total Economic Impact | 7 |
| III. | DOCUMENTING THE QUALITATIVE BENEFITS OF FOOD PACIFIC '86 | 7 |
| | Contacts | 8 |
| | Company Profile | 8 |
| | Product Exposure | 9 |
| | Pacific Rim Emphasis | 9 |
| | Fiscal Benefits | 10 |
| IV. | INTERNATIONAL ASPECTS OF FOOD PACIFIC '86 | 10 |
| | International Exhibitors | 10 |
| | International Buyers | 11 |
| V. | SUMMARY | 12 |
| VI. | SUMMARY TABLES | |
| | Table 1 - Reported and Expected Future Sales | |
| | Table 2 - Reported and Expected Future Sales by Province/Region | |
| | Table 3 - Related Accommodation, Food, Travel and Tourist Expenditures | |
| | Table 4 - Exhibition Construction and Production Expenditures | |
| | Table 5 - Total Economic Impact | |
| | Table 6 - Countries and American States Represented at Food Pacific '86 | |
| | Table 7 - Countries Participating in F.P. '86 as Exhibitors and Trade Visitors | |
| | Table 8 - International Trade Visitors Registered - By Region | |
| VII. | APPENDICES | |
| | Appendix 1 - Output Multipliers Utilized | |
| | Appendix 2 - Survey Response Rates for Firms Participating in Food Pacific '86 | |
| | Appendix 3 - Origin of Attending Visitors | |
| | Appendix 4 - Estimated Visitor Expenditures | |
| | Appendix 5 - Estimated Exhibitor Personnel Expenditures | |
| | Appendix 6A - External Affairs - Trade Commissioners and Officers Expenditures | |
| | Appendix 6B - DRIE - Food Tech Main Floor Expenditures | |
| | Appendix 6C - Provincial Government Food, Accommodation, and Travel Expenditures | |
| | Appendix 6D - Expenditures of Volunteer Staff of the B.C.M.A.P. | |
| | Appendix 6E - Expenditures of Executive and Marketing Staff of the B.C.M.A.P. | |
| | Appendix 7 - Travel Expenditures of Canadian Exhibitors from Outside of B.C. | |
| | Appendix 8 - Detailed Exhibition Construction and Production Expenditures | |

# THE ECONOMIC BENEFITS OF FOOD PACIFIC '86

## EXECUTIVE SUMMARY

This study provides an assessment of the substantial economic benefits generated by Food Pacific '86, the international food and beverage exhibition held in Vancouver, British Columbia from August 29 to September 2, 1986. The exhibition was modeled after the world-class trade shows held in Europe, but with a focus upon the Pacific Rim.

The primary focus of this review is upon documenting and quantifying the economic impacts which were generated by the following activities associated with Food Pacific '86:

1. Reported and projected sales realized by British Columbian and Canadian agri-food firms participating in the show;

2. Accommodation, food and tourist expenditures related to the show itself; and

3. Exhibitor and exhibition construction investments and show expenditures necessary to make Food Pacific '86 possible.

A second focus of the review is to document the numerous qualitative benefits generated by Food Pacific '86 - benefits that are extremely important to the British Columbian and Canadian agri-food industry. Major parameters in this category are highlighted with an indication of whether related industry objectives were realized at the show.

A third and final focus of the study is to review the international aspects of Food Pacific '86. This includes an estimate of the economic benefits realized by international exhibitors and how the international buyers contributed to the success of the show.

### Reported and Projected Sales

Sales resulting from the exhibition account for over 85% of the total economic impact of Food Pacific. The sales figures are all industry-derived, based upon three separate exhibitor surveys. Food Pacific '86 attracted over 500 exhibitors representing over 800 firms from 30 countries, including all regions of Canada. Survey response rates for Canada were considered very satisfactory, with minor exceptions. The sales figures for Canada raised a number of questions, all of which are addressed in the study.

Out of 87 British Columbian food and beverage firms participating in Food Pacific '86, 66 responded to one or more of the surveys. B.C. food and beverage firms reported on-site sales of $2.7 million and expected future sales of $26.9 million through participation in the trade show, for an associated total economic impact to the British Columbia economy of $57.4 million.

Similarly, for the Canadian food and beverage firms from outside B.C., participating in Food Pacific '86, 55 firms responded to surveys. These firms reported sales of $.3 million and expected future sales of $15.6 million for an associated total economic impact to the Canadian economy of $49.6 million. The combined total economic impact of British Columbia and other Canadian sales is estimated to be $107 million.

Related Accommodation, Food, Travel and Tourist Expenditures

Food Pacific '86 generated an economic impact to the British Columbian and Canadian economies through participant expenditures on lodging, food, transportation and tourist activities. Related expenditures were incurred by the registered trade visitors, exhibitor staff, and staffs of the various federal and provincial ministries that were assisting at the exhibition. These related expenditures in British Columbia totalled some $3.9 million, for a total economic impact of $7.1 million.

Related travel expenditures elsewhere in Canada totalled $.7 million for a total economic impact on the Canadian economy of $1.9 million. Together, these expenditures have a total economic impact on the Canadian economy of some $9 million.

Exhibition Construction and Production Expenditures

Food Pacific '86 generated an economic impact to the British Columbian and Canadian economies through exhibit construction investments and trade show production expenditures. Total exhibition construction and production outlay expenditures in British Columbia totalled $2.7 million for a total economic impact to the British Columbian economy of $4.9 million.

Similarly , total exhibition construction expenditures incurred elsewhere in Canada totalled $.7 million for a total economic impact of $1.9 million. In all, the total economic impact of exhibition construction and production outlays on the Canadian economy amounted to $6.8 million.

Total Economic Impact

The total economic impact of Food Pacific '86 based upon Canadian reported and projected sales, total accommodation, food, travel and tourist expenditures and exhibition construction and production expenditures, totalled some $122.9 million.

The reported and projected sales figures alone generated an associated economic impact of $107 million, accounting for a major portion of Food Pacific's total economic impact of $122.9 million. Total Canadian reported and projected sales of over $45 million is a remarkable performance for a first-time international food and beverage trade show.

## Qualitative Benefits of Food Pacific '86

Food Pacific '86 offered the agri-food industry qualitative benefits that are extremely valuable to the private and public sector. Indeed, the importance of these benefits may equal or even exceed that of the direct economic impact for some firms and governments.

Establishing and maintaining industry and government contacts is an essential objective of all food and beverage industry firms. Food Pacific '86 was credited with providing outstanding opportunities in this area. To name a few of these outstanding opportunities, over 1,600 promising contacts were made by B.C. firms located in the B.C. Pavilion alone, in addition to the same firms realizing over 250 signed contracts. Also, many Canadian exhibitors made contacts with Japanese buyers for the first time at Food Pacific '86 - an important first step in developing long term contacts.

The establishment and maintenance of an attractive and positive company image or profile is a major objective for participating firms. Food Pacific '86 provided the opportunity for all exhibitors to realize this objective and comments returned indicated success in this area. For example, exposure to the hotel, restaurant and institutional (H.R.I.) trade and influential buyers were cited as benefits attributable to Food Pacific '86.

For many regional and speciality firms, product exposure is extremely important. Food Pacific '86 was a superb opportunity for firms to introduce new products, gain international exposure for their established speciality products, carry out taste tests for new products and make buyers aware of soon-to-be released products.

In addition to providing the private sector with various intangible yet valuable benefits, Food Pacific '86 will also generate a substantial fiscal benefit to government revenues across Canada. It is estimated that for every dollar of additional output generated by the food and beverage sector of the economy, an additional fifty cents of government revenue is generated. Based upon the reported and expected sales figures to date of over $45 million, additional government revenues of some $23 million can be expected across Canada.

## International Aspects of Food Pacific '86

Food Pacific '86 provided important benefits to international exhibitors and introduced international buyers to Canadian food and beverage products. In all, over 60 countries were represented at Food Pacific '86, including 38 states from the United States.

International exhibitors, representing some 30 nations in 257 booths, responded to survey questionnaires at a lower rate of response than the Canadian response rate of almost 70 percent. Nevertheless, the survey questionnaires returned indicated reported and expected sales in excess of $6 million for international exhibitors based upon a 20% response rate.

It is quite possible that the international sales attributable to Food Pacific '86 could equal two thirds of the total Canadian exhibitor sales figure of $45 million, or $30 million, based upon a straight-line extrapolation of reported and expected sales to survey response rates.

An important role of Food Pacific '86 was to introduce international buyers to Canadian food and beverage products. This was achieved through Canadian sales to international buyers and in terms of new contacts and promising new market opportunities in the future.

Summary

This study provides an assessment of the substantial economic benefits generated by Food Pacific '86. These benefits fall into three major categories. First, the economic impact of Food Pacific '86 for Canada, based upon the sales generated for Canadian firms (over $45 million) and the associated exhibition expenditures (over $7.5 million), provided a boost to the economic output of Canada of over $120 million.

Second, Food Pacific '86 generated substantial qualitative benefits to participating exhibitor firms. These benefits, which included improved exhibitor-buyer contacts, higher company profile and increased product exposure, satisfied many of the private sector's secondary objectives in attending the exhibition.

Finally, Food Pacific '86 provided substantial economic benefits to international exhibitors through both increased sales to and numerous contacts with the Canadian market. Alternatively, Canadian firms made new contacts and sales with international buyers, emphasizing the well-established truth that trade is a two-way street where both parties can benefit and increase the economic welfare of the world economy.

# THE ECONOMIC BENEFITS OF FOOD PACIFIC '86

## I. INTRODUCTION

Food Pacific '86 was an international food and beverage trade show held from August 29th to September 2nd, 1986, at B.C. Place Stadium in Vancouver, British Columbia.

The purpose of the show was to bring an international food and beverage exhibition to Canada, based upon the world-class trade shows held in Europe, but with a focus upon the Pacific Rim.

The Pacific Rim represents a growing percentage of Canada's agri-food and beverage trade as it contains some 1.5 billion people and generates almost 25% of the world's gross national product (GNP). It has been identified as the major market for growth in food and fisheries products due to projected increases in both population and per capita disposable income to the year 2000. Many nations of the Pacific Rim have indicated a desire to pursue liberalized trading relations with other nations in the region, especially where benefits can be realized by both or all trading partners. The agri-food and beverage sector is an area where such gains are possible and probable.

The province of British Columbia recognized the need for a major international food and beverage exhibition to facilitate and encourage trade marketing opportunities in agricultural and fisheries products across the Pacific Rim and throughout the world. The province has substantial trading experience in the Pacific Rim, especially in major resources such as minerals, fish, lumber and coal, making B.C. the gateway between the Pacific Rim and the remainder of Canada, the ideal province to host the exhibition.

Vancouver is an excellent setting for Food Pacific. The city contains two attractive sites for a major international trade show, B.C. Place Stadium facilities at False Creek and the Canada Place convention facilities at Coal Harbour. Vancouver boasts one of the finest deep-harbour port facilities on the West Coast of North America and represents the major trade and finance centre in Western Canada. Furthermore, Vancouver is an outstanding destination city for business visitors as it is ranked as one of the top five in the world for the natural beauty of the surroundings. All of these factors combined make the city of Vancouver the primary choice of location for this type of food and beverage exhibition in Canada.

The purpose of this review is to provide an estimate of the magnitude and breadth of benefits that were generated through Food Pacific '86, in British Columbia and across Canada. The three month delay in preparing this report allowed participating companies and provinces the opportunity to document the beneficial impacts of the trade show on their firm or industry and provide the B.C. Ministry of Agriculture and Fisheries with a quantitative assessment of these impacts, especially in terms of recorded and expected sales.

The primary focus of this review is upon documenting and quantifying the economic impacts that were generated by the following activities associated with Food Pacific '86:

1. Reported and projected sales realized by British Columbian and Canadian agri-food firms participating in the show;

2. Accommodation, food and tourist expenditures related to the show itself; and

3. Exhibitor and exhibition construction investments and show expenditures necessary to make Food Pacific '86 possible.

A second focus of the review is to document the numerous qualitative benefits generated by Food Pacific '86, benefits that are extremely important to the British Columbian and Canadian agri-food industry. Major parameters in this category are highlighted with an indication of whether or not related industry objectives were realized at the show.

A third and final focus of the study is to review the international aspects of Food Pacific '86. This includes an estimate of the economic benefits realized by international exhibitors and how the international buyers contributed to the success of the show.

## II. ESTIMATING THE ECONOMIC IMPACT OF FOOD PACIFIC '86

This portion of the study is an economic impact analysis of Food Pacific '86. It is not a financial statement, a cost-benefit analysis or a review of the exhibition itself. This section provides an estimate of the total economic impact associated with the food and beverage exhibition's major economic parameters, namely sales generated, show production expenditures and associated off-site expenses. These impacts are estimated for British Columbia, the other nine provinces and for Canada as a whole. This is accomplished through an economic impact analysis that employs output multipliers.

Multipliers capture the total estimated "upstream" impacts on the economy associated with changes in the activity levels (i.e., output, income, employment) of a particular sector or sectors of that economy.

The output multipliers utilized in this study are listed and described in Appendix 1. Separate multipliers are necessary depending upon whether a Canadian or British Columbian impact will occur and the nature of the activity that creates the impact. Thus the Food and Beverage Industry multipliers are used to calculate the total economic impact of additional sales resulting from the trade show.

The Accommodation and Food Services and Amusement and Recreation Services multipliers were used to calculate the total impact of lodging, food and tourism expenditures related to Food Pacific. And the Services to Business Management and Non-Residential Construction multipliers were used to calculate the total impact of trade show construction investments and operating expenditures by all the parties involved.

Reported and Projected Canadian Sales

Sales resulting from the food and beverage trade exhibition account for over 85% of the total economic impact of Food Pacific '86, as might be expected. Food Pacific '86 attracted over 500 exhibitors representing over 800 firms from 30 countries, including all the regions of Canada. Summary sales figures are presented on a "reported" and "expected future" basis for British Columbia and other Canadian firms in the first column of Table 1 in the Summary Tables. Table 2 provides a breakdown of the provincial sales figures across Canada.

The sales figures provided are derived from three different sources:

1. A personal telephone survey carried out with B.C. food and beverage exhibitors following Food Pacific '86;

2. A survey form provided to each food and beverage exhibitor during Food Pacific '86. It was "voluntary" in the sense that the exhibitor could choose not to respond; and

3. Provincial reports provided by certain provinces, summarizing their perceptions/information as to the impact of the trade show on their food and beverage firms.

Those firms surveyed were asked to provide a total for "reported sales", sales already contracted as of the date of the survey, and a total for "expected future sales", sales expected to occur over the next twelve to twenty-four months. Appendix 2 provides an indication of food and beverage exhibitor survey response rates, by province or region, as of December 31, 1986.

Out of 87 British Columbian food and beverage firms participating in Food Pacific '86, 66 responded to one or more of the surveys. B.C. food and beverage firms reported on-site sales of $2.7 million and expected future sales of $26.9 million through participation in the trade show, for an associated total economic impact to the British Columbia economy of $57.4 million.

Similarly, for the Canadian food and beverage firms from outside B.C., participating in Food Pacific '86, 55 firms responded to surveys. These firms reported sales of $.3 million and expected future sales of $15.6 million for an associated total economic impact to the Canadian economy of $49.6 million.

The combined total economic impact of British Columbia and other Canadian sales is estimated to be $107 million.

The sales data presented in Tables 1 and 2 raise a number of important questions. One, what is the nature of this data; two, why is it that the data were gathered over three months after Food Pacific '86 closed; and three, how is the disparity in provincial sales results explained?

First, with regard to the nature of the sales data, all sales figures, whether "reported" or "expected future", are based upon direct industry responses to one or more of the three post-show surveys. There are no "soft" figures included, only numbers originating from firms that were exhibitors at Food Pacific '86.

Furthermore, all sales figures included in the study can be attributed to a knowledgeable source (i.e., these are the best estimates available from the agri-food industry, three months after Food Pacific '86 officially ended). The overall Canadian survey response rate was almost 70%, an excellent result so soon after Food Pacific '86 closed.

Second, with respect to the timing of data-gathering, it is a well-established fact that many sales attributable to international food exhibitions cannot or will not be positively identified by the agri-food industry for a period ranging from six to twenty-four months after the exhibition closes. There are several reasons for this phenomenon, usually falling into one of two categories.

1. Exhibitor is uncertain about potential sales at the present time.

   Contacts may be numerous and promising but it may take the exhibitor many months to follow-up on potential opportunities. One U.S. exhibitor estimated they had over 200 "firm" contacts to follow-up. With a limited number of experienced staff, this cannot be done as quickly as might be desired.

   New products, new markets and/or new buyers can all lead to greater uncertainty on the part of exhibitors as to potential sales. Most firms will be cautious about sales projections under these conditions as there is no previous experience to use as an established guideline.

   New exhibitors, unfamiliar with large trade shows, will be reluctant to make any projections until some "firm" sales are realized, normally through the signing of a contract.

2. Exhibitor is certain regarding sales but is reluctant to comment.

   The food and beverage marketplace is extremely competitive and exhibitors with promising leads may be unwilling to tip their hand, lest a competitor become aware of the market opportunity and either capture the market or bid the price of the product down considerably.

   In international sales, new markets are often extremely difficult to penetrate, commonly due to nontariff barriers. Thus the exhibitor and the buyer want nothing to be said until the product is actually delivered and sold in the new market. Consequently, the sales figures already identified as resulting from Food Pacific '86, both actual and projected, will be bolstered by additional sales figures over the next year. In other words, the figures in Tables 1 and 2 are, by and large, minimum values that can be expected to increase in the future.

Third, the apparent disparity in sales figures among the provinces, and specifically the higher sales figures for British Columbia in comparison with the other nine provinces (see Table 2), should not be considered surprising for a number of reasons:

1. The telephone survey of all major B.C. food and beverage firms participating in Food Pacific '86 was a comprehensive, personal survey, which virtually ensured an extremely high response rate and, consequently, a higher reported level of sales. The questionnaire survey given to all exhibitors, was voluntary and informal. The surveys done by other provinces depended upon many factors, including the number of provincial firms participating and the perceived value of a follow-up survey;

2. For provinces with a well-established food-processing industry, the major participating firms had, as their prime objectives, criteria other than additional realized sales. Image, exposure and contacts were considered major success criteria (see Section III following);

3. Many B.C. firms planned for the release of new products at Food Pacific '86, almost guaranteeing larger-than-normal recorded sales, when compared to other provinces;

4. Many buyers came because the focus of the trade show was upon the Pacific Rim and Pacific Rim products, which are, naturally enough, British Columbia products; and

5. The exhibition appears to have favoured specialty and regional products from all provinces and countries. Again, British Columbia exhibitors constituted a disproportionate share of such firms, ensuring additional sales.

Detailed sales information cannot be provided in most instances due to the confidentiality of the data. However, exhibitors who did not place sales orders at the show itself were pleased with the large number of new contacts made, many of which portend future contracts and sales which could be picked up in a follow-up survey eight to twelve months after the exhibition.

The economic impacts associated with the reported and expected future sales are found in column 3 of Table 1. The total economic impact of the Canadian sales alone exceeds $100 million, a remarkable performance for a first-time international food and beverage trade show.

Related Accommodation, Food, Travel and Tourist Expenditures

Food Pacific '86 generated economic impacts to the B.C. and Canadian economies through participant expenditures on lodgings, food, transportation and tourist activities. Although the sum of these outlays constituted approximately 7% of the total economic impact of the show, the derivation of these values was, in some ways, more complicated than for that of the exhibition sales. Many of these calculations are detailed in Appendices 3 through 7.

Three distinct groups were identified that incurred B.C. trade show-related expenditures on accommodation, food, travel and tourism. The three groups consisted of registered trade visitors, exhibitor staff, and the staffs of the various federal and provincial ministries that were assisting at the exhibition. These related expenditures in B.C. totalled $3.9 million for a total economic impact of $7.1 million.

Related travel expenditures were also incurred by exhibitors and federal and provincial government agencies outside of British Columbia. These expenditures and related impacts totalled $.7 million and $1.9 million respectively.

The summary expense figures and associated economic impacts are provided in columns 1 and 3, respectively, of Table 3. The total impact on the Canadian economy was some $9 million.

Exhibition Construction and Production Expenditures

Food Pacific '86 generated an economic impact to the B.C. and Canadian economies through exhibit construction investments and the actual trade show production expenditures. Construction investment is separated into work done in British Columbia and that done elsewhere in Canada. Exhibition production expenditures in B.C. are entirely those of B.C. Food Exhibitions. The only "outside B.C." production expenditures identified were exhibitor product shipping costs. These Canada-wide outlays totalled $3.4 million for an economic impact of $6.8 million on the Canadian economy.

The sum of these investments and expenditures constitute less than 6% of the total economic impact of Food Pacific '86. A listing of the major expenditure items can be found in Appendix 8. A summary of the expenditure figures and their associated economic impacts are provided in columns 1 and 3, respectively, of Table 4.

Total Economic Impact

The total economic impact associated with Food Pacific '86 is substantial and impressive. Quantifiable economic impacts totalling over $122 million have been estimated (see Table 5).

The sum total of these Canada-wide impacts result from reported and projected sales attributable to the show, related accommodation, food, travel and tourist expenditures and exhibition construction and show production expenditures. Although it is not possible to add the sales figures to show expenditures, it is quite appropriate to sum the economic impacts associated with each of these three diverse categories, obtaining a value that exceeds $122 million. This figure captures all expected "upstream" economic benefits that eventually will be generated in British Columbia and across Canada as a result of the trade show. The world-wide impact of the show will even be greater as international sales (i.e., sales by other nations at the show) are not included in the Canadian or British Columbia totals. The potential international sales are reviewed in Section IV of this study.

It should be noted that the full economic impact of Food Pacific '86 across Canada will not be realized until well-after Food Pacific '86 is over. The beneficial economic impacts associated with Food Pacific '86 sales and associated expenditures are so significant that even with appropriate discounting for time factors, the beneficial impacts outweigh the expenditures involved. Indeed, based upon Canada-wide reported and projected sales of $45.4 million and total expenditures by exhibitors and governments of $4.9 million, over $9.00 of sales were realized or expected for each $1.00 of exhibitor expenditure, a remarkable financial indication of the success of the food and beverage trade show.

The emphasis in this section was to review the quantifiable economic impacts of Food Pacific '86. There are also particular qualitative benefits that should be recognized and these are addressed in Section III.

## III. DOCUMENTING THE QUALITATIVE BENEFITS OF FOOD PACIFIC '86

The economic impact of Food Pacific '86, estimated to exceed $120 million across Canada, is a major indication of the success of the food and beverage trade show. However, industry and government representatives normally have a number of established objectives when they participate in an international trade exhibition.

These objectives, although not always easily quantifiable, must be met if the firm or government is to judge the exhibition a success. By any accepted economic impact criteria, Food Pacific '86 was an unqualified success.

Food Pacific '86 also offered the agri-food industry other qualitative benefits that are extremely valuable to the private sector and government alike. Indeed, the importance of these benefits may equal or even exceed that of the direct economic impact for some firms and governments.

Contacts

Establishing and maintaining industry and government contacts is an essential objective of all food and beverage industry firms. Food Pacific '86 was credited with providing outstanding opportunities in this area. The number and quality of these contacts are reflected in the reported items below:

- Over 1,600 promising contacts were made by B.C. firms located in the B.C. Pavilion alone, in addition to the same firms realizing over 250 signed contracts.

- One U.S. exhibitor made over 600 contacts in total, and estimated that over 200 were "solid" contacts that would be followed-up.

- Some B.C. exhibitors made contacts for the first time with senior executives of longtime customer firms. Contacts with these executives was considered very important to exhibitors.

- Some Canadian exhibitors made contact with Japanese buyers for the first time at Food Pacific '86. Although these contacts will take time to develop, they were an important first step.

- Contacts among exhibitors was stated as an important result of Food Pacific '86, especially between processors and the other sectors of the food and beverage industry.

- The re-establishment of lost contacts was noted by some participants as especially valuable.

- New contacts with buyers for the fresh produce markets in the Pacific Rim was noted by several B.C. firms.

Company Profile

Although often overlooked by analysts focusing upon economic objectives, the establishment and maintenance of an attractive and positive company image or profile is a major objective in the private sector. Food Pacific '86 provided the opportunity for all exhibitors to realize this objective and comments returned indicated success in this area:

- Exposure to the hotel, restaurant and institutional (H.R.I.) trade and influential buyers were cited as benefits attributable to Food Pacific '86, for several exhibitors.

- For smaller firms, the show was the first exposure of the firm to an international trade show. The lessons learned were very important and beneficial.

- For many larger, established firms the major objective was to maintain a presence at the exhibition and they did so successfully.

- Exposure of the company and its products to Ontario and Quebec buyers was considered important by several regional firms. This objective was met as a substantial number of Central Canada buyers were present at the show.

- Some firms indicated they were present because their competitors were attending. This provided both with market intelligence and provided buyers with alternative and competitive sources.

Product Exposure

For many regional and specialized firms, product exposure to potential buyers is extremely important. Food Pacific '86 contributed to this corporate objective in several ways:

- New product lines were brought onto the market at the show. A substantial amount of B.C. sales can be attributed to new product lines.

- Certain nations are now much more aware of the variety and quality of Canadian food products. Consequently, some of the food chains in these countries are now carrying a "Canadian food section" in their stores, a tremendous boost for Canadian food and beverage product awareness.

- Food Pacific '86 provided an opportunity for some firms to taste test the market for new products. This was an attractive option for small and medium-size firms that wished to have a significant taste sampling from an informed/knowledgeable population.

- Exhibitors used the show to raise awareness of buyers to existing unknown company products and to upcoming products not yet available.

Pacific Rim Emphasis

The Pacific Rim represents a growing percentage of Canada's agri-food trade as it contains some 1.5 billion people and generates almost 25% of the world's GNP. British Columbia, and Vancouver in particular as a westcoast port facility, are well-situated to access the Pacific Rim markets for all of Canada, both as exporter and importer.

Many firms indicated that they attended Food Pacific '86 in order to establish Pacific Rim trade links. Food Pacific '86 was able to meet these objectives in at least two ways:

- International buyers and exhibitors sent representatives to the exhibition who were fluent in English. This was especially gratifying to the many small and medium-sized Canadian firms represented who have only a unilingual or bilingual staff.

- Food Pacific '86 has the option of two sites for the 1988 exhibition, namely the B.C. Place Stadium or the Canada Place Convention Centre. The availability of two sites ensures that Vancouver will continue to be a focus for Canadian agri-food firms interested in food and beverage trade shows emphasizing Pacific Rim countries.

Fiscal Benefits

In addition to providing the private sector with various intangible yet valuable benefits besides realized and expected sales, Food Pacific '86 will also generate a substantial fiscal benefit to government revenues across Canada. It is estimated that for every dollar of additional output generated by the food and beverage sector of the economy, an additional fifty cents of government revenue is generated. Based upon the reported and expected sales figures of over $45 million, additional government revenues of some $23 million can be expected across Canada, a welcome addition to beleaguered government coffers in 1986/87.

## IV. INTERNATIONAL ASPECTS OF FOOD PACIFIC '86

Food Pacific '86 was an international food and beverage trade exhibition that provided important benefits to international exhibitors and introduced international buyers to Canadian food and beverage products. Over sixty nations were represented at Food Pacific '86 as exhibitors and trade visitors. Table 6 provides a regionalized list of these nations.

In addition to sales realized by international exhibitors and contacts established by trade visitors, Food Pacific '86 served as a third-country marketplace for international transactions in food and beverages, an important role in the emerging world trade economy.

International Exhibitors

Participating international exhibitors, representing some 30 nations in 257 exhibition booths, provided Canadian buyers with a wide variety of food and beverage products from around the world. Indeed, Food Pacific '86 brought together international exhibitors and buyers who were able to conclude food and beverage sales contracts at a third-country (Canadian) site.

Table 7A provides a list of the 30 exhibitor nations participating in Food Pacific '86. Although the focus of this report has centered upon the Canadian benefits of Food Pacific '86, it should be noted that the limited number of international exhibitors that returned the survey questionnaires indicated reported and expected sales to exceed $6 million.

With a survey response rate for international exhibitors of just over 20% at this time in 1987, compared to the Canadian response rate of almost 70%, it is quite possible that the international sales attributable to Food Pacific '86 could reach $30 million, or approximately two-thirds of the total Canadian exhibitor sales figure of $45 million.

It should be possible to substantiate this prediction in approximately 9-12 months, as international sales require a signficant time lapse (usually 12-20 months) before confirmation of sales - actual or expected - can be made.

There are several reasons for the low initial survey response rate by international exhibitors:

1. The international exhibitors were surveyed through a voluntary write-in survey form which almost guarantees a lower response rate than a personal telephone survey;

2. There is not the same network of B.C. and Canadian interests involved in surveying international exhibitors as the benefits of these sales will largely accrue to the home country;

3. International exhibitors operate in an environment that is extremely competitive and uncertain. Negotiations to enter a new market may take months or even years. A breakthrough may mean substantial sales while a failure to overcome a nontariff trade barrier to market entry may mean no sales whatsoever. Consequently, projected sales are provided only reluctantly or not at all, and only after a complete review of potential sales through contacts made at Food Pacific; and

4. Food Pacific '86 was the inaugaural show and exhibitors are naturally cautious about making projections based upon a first experience. Once an international exhibitor has established a "track record" at Food Pacific, sales projections will be much easier to estimate.

International Buyers

Introducing international buyers (trade visitors) to Canadian food and beverage products was an important role of Food Pacific '86 and has already paid handsome dividends in terms of reported and estimated future Canadian sales and in terms of new contacts and market opportunities.

For example, major trading houses from at least two countries participating in the show have indicated a desire to hold board of director meetings in Canada. Through this, they hope to meet a cross-section of Canadian food industry representatives with the goal of establishing permanent Canadian food sections in their domestic retail food stores. As another example, international trade visitors were exposed to Canada and Canadian food products for the first time at Food Pacific '86. Now these groups are interested in establishing regular trade buying missions into Canada.

The home-country origin of international trade visitors in Food Pacific '86 are provided in Table 7B. Table 8 provides the approximate number of buyer-visitors to Food Pacific by region of origin.

Note that Table 8 assumes that most international trade visitors to the show were buyers, as exhibitors were registered separately. The actual number of buyer firms represented at the exhibition will be less than the regional figures for individuals, as several individuals were in attendance for certain buyer firms.

## V. SUMMARY

This study provides an assessment of the substantial economic benefits generated by Food Pacific '86. These benefits fall into three major categories. First, the economic impact of Food Pacific '86 for Canada, based upon the sales generated for Canadian firms (over $45 million) and the associated exhibition expenditures (over $7.5 million) provided a boost to the economic output of Canada of over $120 million.

Second, Food Pacific '86 generated substantial qualitative benefits to participating exhibitor firms. These benefits which included improved exhibitor-buyer contacts, higher company profile, and increased product exposure, satisfied many of the private sector's secondary objectives in attending the exhibition.

Finally, Food Pacific '86 provided substantial economic benefits to international exhibitors through both increased sales to and numerous contacts with the Canadian market. Alternatively, Canadian firms made new contacts and sales with international buyers from some sixty countries, emphasizing the well-established truth that trade is a two-way street, where both parties can benefit and increase the economic welfare of the world economy.

# VI. SUMMARY TABLES

## TABLE 1

## REPORTED AND EXPECTED FUTURE SALES
## FOOD PACIFIC '86

| | Sales ($'000) | Multiplier* | Total Economic Impact ($'000) |
|---|---|---|---|
| (i) Reported Sales | | | |
| B.C. | 2,678 | 1.94 | 5,195 |
| Other Canada | 304 | 3.13 | 952 |
| Total Canada | 2,982 | | 6,147 |
| (ii) Expected Future Sales | | | |
| B.C. | 26,886 | 1.94 | 52,159 |
| Other Canada | 15,555 | 3.13 | 48,687 |
| Total Canada | 42,441 | | 100,846 |
| (iii) Reported and Expected Future Sales | | | |
| B.C. | 29,564 | 1.94 | 57,354 |
| Other Canada | 15,859 | 3.13 | 49,639 |
| Total Canada | 45,423 | | 106,993 |

Sources: Telephone survey of participating B.C. firms; independent provincial reports on Food Pacific '86; and a post-exhibition, voluntary write-in survey.

*Food and Beverage Processing Industry Multipliers for B.C. and Canada.

## TABLE 2

## REPORTED AND EXPECTED FUTURE SALES BY PROVINCE/REGION FOOD PACIFIC '86

| Province | Reported Sales ($'000) | Expected Future Sales ($'000) | Total* Sales ($'000) | (%) |
|---|---|---|---|---|
| British Columbia | 2,678 | 26,886 | 29,564 | (65) |
| Alberta | 5 | 6,000 | 6,005 | (13) |
| Saskatchewan | 3 | 950 | 953 | ( 2) |
| Manitoba | 104 | 6,255 | 6,359 | ( 4) |
| Ontario | 120 | 2,000 | 2,120 | ( 5) |
| Quebec | 2 | 350 | 352 | ( 1) |
| Maritimes | 70 | 0 | 70 | (0.1) |
| Totals - Canada | 2,982 | 42,441 | 45,423 | (100) |

Sources: Identical to Table 1.

*Provincial or regional percentage of the total sales category is in brackets beside the appropriate figure. Percentages may not add to 100 due to rounding.

## TABLE 3

## RELATED ACCOMMODATION, FOOD, TRAVEL AND TOURIST EXPENDITURES FOOD PACIFIC '86

| | | Expenditures ($'000) | Multiplier* | Total Economic Impact ($'000) |
|---|---|---|---|---|
| (i) | Related Expenditures in B.C. | | | |
| | Visitors | 3,307 | 1.83 | 5,557 |
| | Exhibitors | 617 | 1.83 | 1,130 |
| | Government** | 243 | 1.83 | 444 |
| | B.C. Totals | 3,897 | | 7,131 |
| (ii) | Related Expenditures Outside B.C. | | | |
| | Exhibitor | 554 | 2.94 | 1,628 |
| | Government** | 103 | 2.94 | 303 |
| | Outside B.C. Totals | 657 | | 1,931 |
| (iii) | Total Related Expenditures - Canada | 4,554 | | 9,062 |

Sources: B.C. Food Exhibitions; External Affairs; DRIE; B.C.M.A.F.; B.C.M.O.T.

*Accommodation and Food Service Multipliers for B.C. and Canada.

**Includes federal and provincial government-related expenditures.

## TABLE 4

## EXHIBITION CONSTRUCTION AND PRODUCTION EXPENDITURES
## FOOD PACIFIC '86

| | | Expenditures ($'000) | Multiplier* | Total Economic Impact ($'000) |
|---|---|---|---|---|
| (i) | Exhibit Construction | | | |
| | B.C. | 859 | 1.86 | 1,598 |
| | Other Canada | 619 | 2.91 | 1,803 |
| | Total Canada | 1,479 | | 3,402 |
| (ii) | Exhibition Production | | | |
| | B.C. (Food Exhibitions) | 1,859 | 1.80 | 3,346 |
| | Other Canada (Shipping) | 26 | 2.86 | 74 |
| | Total Canada | 1,885 | | 3,420 |
| (iii) | Exhibition Construction and Production Totals | | | |
| | B.C. | 2,718 | | 4,944 |
| | Other Canada | 645 | | 1,877 |
| | Total Canada | 3,364 | | 6,822 |

Sources: Telephone surveys and provincial government reports.

*Services to Business Management and Non-Residential Construction Multipliers for B.C. and Canada.

## TABLE 5

## TOTAL ECONOMIC IMPACT
## FOOD PACIFIC '86

| | | Total Economic Impact ($'000) |
|---|---|---|
| (i) | Reported and Projected Sales | |
| | British Columbia | 57,354 |
| | Other Canada | 49,639 |
| | Total Canada | 106,993 |
| (ii) | Related Accommodation, Food, Travel & Tourist Expenditures | |
| | British Columbia | 7,131 |
| | Other Canada | 1,931 |
| | Total Canada | 9,062 |
| (iii) | Exhibition Construction and Production Expenditures | |
| | British Columbia | 4,944 |
| | Other Canada | 1,877 |
| | Total Canada | 6,822 |
| (iv) | Total Impact | |
| | British Columbia | 69,429 |
| | Other Canada | 53,447 |
| | All Canada | 122,877 |

Sources: Tables 1, 3, and 4.

## TABLE 6

## COUNTRIES AND AMERICAN STATES REPRESENTED AT FOOD PACIFIC '86

### Pacific Rim Nations

| | | |
|---|---|---|
| Australia | Indonesia | Philippines |
| China | Japan | Singapore |
| Fiji | Malaysia | Sri Lanka |
| Hong Kong | New Zealand | Tahiti |
| India | Pakistan | Taiwan |
| | | Thailand |

### South and Central America

| | | |
|---|---|---|
| Antigua | Chile | Haiti |
| Argentina | Costa Rico | Jamaica |
| Bahamas | Cuba | Mexico |
| Belize | Grand Cayman | Netherland Antilles |
| Brazil | Guatemala | Peru |
| | | Trinidad-Tobago |
| | | Venezuela |

### Middle East and Africa

| | | |
|---|---|---|
| Algeria | Kuwait | Turkey |
| Egypt | Saudi Arabia | United Arab Emirates |
| Israel | Syria | |
| Ivory Coast | | |

### Europe

| | | |
|---|---|---|
| Austria | Germany, West | Portugal |
| Belgium | Hungary | Romania |
| Czechoslovakia | Iceland | Spain |
| Denmark | Ireland | Sweden |
| Finland | Italy | Switzerland |
| France | Netherlands | United Kingdom |
| | Norway | Yugoslavia |

### United States

| Pacific Region | Mountain Region | Central Region | Eastern Region | |
|---|---|---|---|---|
| California | Arizona | Illinois | Alabama | New Jersey |
| Hawaii | Colorado | Iowa | Connecticut | New York |
| Oregon | Idaho | Louisiana | Florida | North Carolina |
| Washington | Montana | Minnesota | Georgia | Ohio |
| | Utah | Missouri | Indiana | Pennsylvania |
| | | Nebraska | Kentucky | South Carolina |
| | | North Dakota | Maine | Tennesse |
| | | Oklahoma | Massachusetts | Virginia |
| | | Texas | Mississippi | West Virginia |
| | | Wisconsin | Michigan | |

## TABLE 7A

## COUNTRIES WITH EXHIBITORS PARTICIPATING IN FOOD PACIFIC '86

Argentina
Australia
Austria
Belgium
Brazil
Chile
China
Costa Rica
Fiji
Finland
Hungary
Iceland
Italy
Ivory Coast
Jamaica
Japan
Mexico
Netherlands
New Zealand
Philippines
Singapore
Spain
Sri Lanka
Sweden
Taiwan
Thailand
United Kingdom
United States
West Germany
Yugoslavia

## TABLE 7B

## COUNTRIES WITH TRADE VISITORS REGISTERED AT FOOD PACIFIC '86

Algeria
Antigua
Argentina
Australia
Austria
Bahamas
Belgium
Belize
Brazil
Chile
China
Costa Rica
Cuba
Czechoslovakia
Denmark
Egypt
Fiji
France
Grand Cayman
Guatemala
Haiti
Hong Kong
Hungary
India
Indonesia
Ireland
Israel
Italy
Jamaica
Japan
Kuwait
Malaysia
Mexico
Netherlands
Netherlands Antilles
New Zealand
Norway
Pakistan
Peru
Philippines
Portugal
Romania
Saudi Arabia
Singapore
Sri Lanka
Sweden
Switzerland
Syria
Tahiti
Taiwan
Thailand
Trinidad
Turkey
United Arab Emirates
United Kingdom
United States
Venezuela
West Germany
Yugoslavia

## TABLE 8

## INTERNATIONAL TRADE VISITORS REGISTERED - BY REGION
## FOOD PACIFIC '86

| Region | Estimated Number of Buyers |
|---|---|
| Pacific Rim Nations* | 475 |
| South & Central America | 50 |
| Middle East & Africa | 25 |
| Europe | 235 |
| United States** | 1,315 |
| Pacific Region - 920 | |
| Mountain Region - 25 | |
| Central Region - 95 | |
| Eastern Region - 275 | |
| Total International | 2,100 |

Source: Food Pacific '86 Visitor Registration Information

*Excludes Pacific Rim Nations in North, Central, and South America.

**U.S. regions coincide with U.S. time zones.

# VII. APPENDICES

## APPENDIX 1

## OUTPUT MULTIPLIERS UTILIZED
## FOOD PACIFIC '86

| Sector | B.C. Output Multipliers | Canada Output Multipliers |
|---|---|---|
| Services to Business Management | 1.80 | 2.86 |
| Non-Residential Construction | 1.86 | 2.91 |
| Accommodation & Food Service | 1.83 | 2.94 |
| Food & Beverage Industry | 1.94 | 3.13 |
| Amusement & Recreation Services | 1.87 | 2.66 |

Sources: B.C. Input-Output Model, 1979 (Ministry of Economic Development)
Canada Input-Output Model, 1981 (Statistics Canada)

Note: Economic multipliers can be derived in several ways, including input/output (I/O) models, econometric analyses and economic base studies. For the purposes of this review, output multipliers are utilized to indicate the total impact that Food Pacific had upon economic output in the B.C. economy. For example, given a British Columbia Food and Beverage Processing output multiplier of 1.94 (1979), additional food and beverage sales of, say, $1 million due to Food Pacific '86 will have a total impact on B.C. economic output of some $1.94 million, once the direct, indirect and induced effects have worked their way through the B.C. economy. Output multipliers capture the direct effects (i.e., the increased sales of $1 million), the indirect effects (i.e., additional input expenditures required to generate the additional sales), and the induced effects (i.e., additional household income generated by the extra sales of output and inputs that is then spent by household members in the economy). The total of these three effects is termed the "total economic impact" of the sectoral activity change.

## APPENDIX 2

## SURVEY RESPONSE RATES FOR FIRMS* PARTICIPATING IN FOOD PACIFIC '86

| Province/Region | No. of Firms Participating in F.P. '86 - # - | No. of Firms Responding To Survey - # - | Percentage of Firms Responding To Survey - % - | No. of Firms With Projected Sales - # - | No. of Firms Not Projecting Sales - # - |
|---|---|---|---|---|---|
| British Columbia | 87 | 66 | 76 | 44 | 22 |
| Alberta | 15 | 15 | 100 | 15 | 0 |
| Saskatchewan | 11 | 4 | 36 | 2 | 2 |
| Manitoba | 10 | 10 | 100 | 10 | 0 |
| Ontario | 24 | 18 | 75 | 18 | 0 |
| Quebec | 8 | 4 | 50 | 2 | 2 |
| Maritimes | 20 | 4 | 20 | 4 | 0 |
| TOTALS: | 175 | 121 | 69 | 95 | 26 |

Sources: B.C. Food Exhibitions Ltd. and B.C.M.A.F. exhibitor survey results.

*Food and beverage firms only.

## APPENDIX 3

## ORIGIN OF ATTENDING VISITORS*
## FOOD PACIFIC '86

| Visitor Origin | Total Visitors Attending - # - | Percentage of Total Attending - % - |
|---|---|---|
| Fraser Valley Lower Mainland | 6,172 | 47.0 |
| Other British Columbia Areas | 2,653 | 20.2 |
| Alberta/Saskatchewan/ Manitoba | 998 | 7.6 |
| Ontario/Quebec | 1,103 | 8.4 |
| Maritimes | 105 | .8 |
| Subtotal - Canada: | 11,031 | 84.0 |
| United States: | 1,313 | 10.0 |
| Overseas: | 788 | 6.0 |
| TOTAL: | 13,132 | 100.0 |

Source: Food Pacific '86 Registration Information.

*Excludes exhibitor personnel, V.I.Ps, some government staff participants and other non-registered attendees.

## APPENDIX 4

## ESTIMATED VISITOR EXPENDITURES*
## FOOD PACIFIC '86

| Visitor Origin | Total Visitors - # - | Expenditures Per Visitor Per Diem - $ - | Total Visitor Per Diem Expenditures - $ - | Number of Visitor Days - # - | Total Visitor Expenditures -$ - | Total Visitor and Family Expenditures - $ - |
|---|---|---|---|---|---|---|
| CANADA: | | | | | | |
| Fraser Valley & Lower Mainland | 6,172 | 32 | 197,504 | 2 | 395,008 | 395,008 |
| Other British Columbia Areas | 2,653 | 32 | 84,896 | 4 | 339,584 | 882,918 |
| Prairie Provinces | 998 | 32 | 31,936 | 4 | 127,744 | 332,134 |
| Ontario/Quebec | 1,103 | 38 | 41,914 | 4 | 167,656 | 435,906 |
| Atlantic Provinces | 105 | 38 | 3,990 | 4 | 15,960 | 41,496 |
| Subtotal - Canada: | 11,031 | | 360,240 | | 1,045,952 | 2,087,462 |
| United States | 1,313 | 38 | 49,894 | 4 | 199,576 | 518,898 |
| Overseas | 788 | 42 | 33,096 | 5 | 165,480 | 430,248 |
| TOTALS: | 13,132 | | 443,230 | | 1,411,008 | 3,036,608 |

Sources: B.C. Food Exhibitions Ltd. and B.C. Ministry of Tourism

*Notes to table on the page following

.../2

Notes to Appendix 4

Assumptions regarding "Estimated Visitor Expenditures" attributable to Food Pacific '86.

- Fraser Valley/Lower Mainland, other British Columbia and Prairie Provinces per diem expenditures are based upon the estimated 1985 Canadian per diem tourist expenditure allowance of $32.00/person.

- Ontario, Quebec and Atlantic Provinces per diem expenditure rates are based upon the United States rate of $38.00/person.

- Overseas visitors per diem expenditure rate is based upon the 1985 overseas allowance of $42.00/person.

- Visitors from outside the Fraser Valley/Lower Mainland are expected to bring with them additional family expenditures equivalent to a family size of 2.6 persons.

These figures are based upon a Ministry of Tourism, Visitor Survey of 1979, revised July 1986. The survey figures are for persons visiting British Columbia.

Although the per diem estimated may appear to be low, it is important to remember that:

- These are averages based upon a survey sample of the relevant populations involved. Extremes at both ends tend to cancel each other.

- The assumed number of visitor days and the family multiplier of 2.6 will both work to counterbalance any built-in underestimate in the Ministry of Tourism estimates.

- Whenever available, actual visitor expenditures are used in place of estimates, as in the case of provinces reporting actual expenses. These are, of course, more accurate reflections of the associated expenditures of Food Pacific '86.

## APPENDIX 5

## ESTIMATED EXHIBITOR PERSONNEL EXPENDITURES
## FOOD PACIFIC '86

| Exhibitor Origin | Total Number of Booth Personnel | Expenditures Per Booth Person Per Diem | Total Booth Personnel Expenditures Per Diem | Total Booth Personnel Expenditures 7 Days |
|---|---|---|---|---|
| | - # - | - $ - | - $ - | - $ - |
| Fraser Valley Lower Mainland | 722 | 32 | 23,104 | 161,728 |
| Other British Columbia Areas | 309 | 32 | 9,888 | 69,216 |
| Alberta | 157 | 32 | 5,024 | 35,168 |
| Saskatchewan | 63 | 32 | 2,016 | 14,112 |
| Manitoba | 6 | 32 | 192 | 1,344 |
| Ontario | 389 | 38 | 14,782 | 103,474 |
| Quebec | 52 | 38 | 1,976 | 13,832 |
| Nova Scotia | 0 | 38 | | |
| New Brunswick | 10 | 38 | 380 | 2,660 |
| P.E.I. | 14 | 38 | 532 | 3,724 |
| Canada Subtotal: | 1,722 | | 57,894 | 405,258 |
| United States | 340 | 38 | 12,920 | 90,440 |
| Overseas | 414 | 42 | 17,388 | 121,716 |
| TOTALS: | 2,476 | | 88,202 | 617,414 |

Sources: B.C. Food Exhibitions Ltd. and B.C. Ministry of Tourism

## APPENDIX 6A

## EXTERNAL AFFAIRS - TRADE COMMISSIONERS AND OFFICERS EXPENDITURES FOOD PACIFIC '86

| Expenditure Breakdown | Total Expenditures - $ - |
|---|---|
| Conference Rental of Equipment, Staff and Catering Services | 13,000 |
| Additional Travel Expenditures in British Columbia | 11,000 |
| Trade Commissioners and Officers Expenditures in Vancouver - Six days | 32,000 |
| External Affairs Personnel Expenditure in Vancouver - Six days | 13,000 |
| Miscellaneous | 2,000 |
| Air Travel Expenditures - Canada | 67,000 |
| Total B.C. Expenditures: | 67,000 |
| Total Expenditures Outside B.C.: | 71,000 |
| TOTAL: | 138,000 |

Source: External Affairs Canada

## APPENDIX 6B

## DEPARTMENT OF REGIONAL AND INDUSTRIAL EXPANSION - FOOD TECH MAIN FLOOR EXPENDITURES FOOD PACIFIC '86

| Expenditure Breakdown | Total Expenditures - $ - |
|---|---|
| D.R.I.E. Personnel Expenditures | 4,000. |
| Food Tech Personnel Expenditures | 3,150. |
| D.R.I.E. display costs | 30,000. |
| Food Tech Display Costs | 5,400. |
| TOTAL: | 42,500. |

Source: D.R.I.E.

## APPENDIX 6C

## PROVINCIAL GOVERNMENT
## FOOD, ACCOMMODATION AND TRAVEL EXPENDITURES*
## FOOD PACIFIC '86

| Province | Number of Staff | Total Expenditures - $ - |
|---|---|---|
| British Columbia | 106 | 37,970 |
| Alberta | 3 | 5,000 |
| Manitoba | 40 | 80,000 |
| Ontario | 12 | 22,000 |
| Nova Scotia | -- | 4,000 |
| New Brunswick | 5 | 2,000 |
| P.E.I. | 6 | 14,350 |
| TOTAL: | 172 | 165,320 |

Sources: Provincial Government Ministries reporting back to Food Pacific '86.

*For all provinces reporting, this study assumes 25% of total expenditures was for travel to Vancouver, in instances where a breakout of expenditures were not available.

## APPENDIX 6D

## EXPENDITURES OF VOLUNTEER STAFF OF THE BCMAF FOOD PACIFIC '86

### ESTIMATED TOTAL MEAL ALLOWANCES

| Number of Volunteers | Number of Meal Days | Total Number Meal Days | Per Diem Meal Allowances - $ - | Total Meal Allowances - $ - |
|---|---|---|---|---|
| 20 | 9 | 180 | 29.25 | 5,265. |
| 16 | 7 | 112 | 29.25 | 3,276. |
| 6 | 8 | 48 | 29.25 | 1,404. |
| | 24 | 340 | | $9,945. |

### ESTIMATED TOTAL ACCOMMODATION ALLOWANCES

| Number of Volunteers | Number of Hotel Days | Total Number Hotel Days | Estimated Accommodation Allowances - $ - | Total Estimated Hotel Costs - $ - |
|---|---|---|---|---|
| 20 | 9 | 180 | 22.50 (U.B.C.) | 5,265. |
| 14 | 9 | 126 | 30.00 (Private) | 3,780. |
| | 18 | 306 | | $7,830. |

### ESTIMATED TRAVEL EXPENDITURES

Number of Volunteers: 42

Return Travel Expenditures to Vancouver: $19 x 2 = $38

Total Travel Expenditures: 42 x $38 = $1,596.

### TOTAL B.C.M.A.F. VOLUNTEER EXPENDITURES:

| | |
|---|---|
| Total Meal Expenditures: | $ 9,945. |
| Total Hotel Expenditures: | $ 7,830. |
| Total Travel Expenditures: | $ 1,596. |
| TOTAL: | $19,371. |

---

Source: B.C.M.A.F.

## APPENDIX 6E

## EXPENDITURES OF EXECUTIVE AND MARKETING STAFF OF THE BCMAF* FOOD PACIFIC '86

| Expenditure Item | Total Expenditure - $ - |
|---|---|
| Meals | 5,000 |
| Accommodation | 10,500 |
| Travel | 3,100 |
| TOTAL: | 18,600 |

Source: B.C.M.A.F.

*Approximate number of staff that attended and/or assisted at Food Pacific '86, other than volunteers, was 60.

## APPENDIX 7

## TRAVEL EXPENDITURES OF CANADIAN EXHIBITORS FROM OUTSIDE OF BRITISH COLUMBIA

| Exhibitor Origin | Number of Exhibitors | Estimated Air Travel Expenditures to Vancouver* - $ - | Total Exhibitor Travel Expenditures - $ - |
|---|---|---|---|
| Alberta | 157 | 321 | 50,397 |
| Saskatchewan | 63 | 481 | 30,303 |
| Manitoba | 6 | 610 | 3,660 |
| Ontario | 389 | 998 | 388,222 |
| Quebec | 52 | 1,014 | 52,728 |
| New Brunswick | 10 | 1,196 | 11,960 |
| P.E.I. | 14 | 1,196 | 16,744 |
| TOTAL: | 691 | | 554,014 |

Source: B.C. Food Exhibitions Ltd.

*Travel Expenditures based upon return C.P. Air flight costs.

## APPENDIX 8

## DETAILED EXHIBITION CONSTRUCTION AND PRODUCTION EXPENDITURES
## FOOD PACIFIC '86

| | | |
|---|---|---|
| **A. EXHIBIT CONSTRUCTION - TOTAL** | | **$1,479,160.** |
| (i) British Columbia | B.C. Pavilion | 465,000. |
| | Western Display Services | 110,000. |
| | Conventions | 134,000. |
| | Alberta (Conventions) | 40,000. |
| | Manitoba (Western) | 32,000. |
| | Nova Scotia (Western) | 12,000. |
| | New Brunswick (Western) | 10,373. |
| | P.E.I. (Western) | 17,008. |
| | Saskatchewan (Western) | 9,600. |
| | Ag. Canada | 3,000. |
| | DRIE | 3,600. |
| | Dept. Fisheries & Oceans | 5,000. |
| | Indian Affairs | 2,000. |
| | External Affairs | 5,000. |
| | D. Harma Designs | 2,779. |
| | J.S. MacMillan & Fjord Marine | 8,000. |
| | SUBTOTAL: | 859,360. |
| (ii) Other Canada | Ontario (Convex) | 100,000. |
| | Ag. Canada | 41,000. |
| | Labatt's (Display Services of Canada) | 415,000. |
| | Sask. - promotion | 15,000. |
| | DRIE | 8,400. |
| | DRIE - Main Floor | 30,000. |
| | Foodtech | 5,400. |
| | External Affairs | 5,000. |
| | SUBTOTAL: | 619,800. |
| **B. EXHIBIT PRODUCTION - TOTAL** | | **$1,885,148.** |
| (i) B.C. Food Exhibitions Expenditures | | 1,859,148. |
| (ii) Out-of-Province Shipping Expenditures | | 26,000. |

Sources: Federal and Provincial Government Agencies and Other Exhibitors